

FREE MARIJUANA BROCHURE FOR PARENTS

**** Get Facts and Advice About Keeping Kids From Using Marijuana ****

Marijuana is the most widely used illicit drug among American youth. Yet, despite the growing scientific evidence of the harm it can cause, many parents and other adults see the drug as benign and find it difficult to talk to their kids about the risks. To help them, the National Youth Anti-Drug Media Campaign is offering a free brochure for parents and adult caregivers to order for themselves and to share with others. It provides the clear facts on marijuana, practical advice on talking with kids and ways to prevent them from using the drug.

Research has established that marijuana is addictive. In fact, more kids enter treatment each year for marijuana than for all other illicit drugs combined. But parents can make a difference; they are the most powerful influence on their kids when it comes to drugs. Two-thirds of youth ages 13-17 say losing their parents' respect is one of the main reasons they don't smoke marijuana or use other drugs.

Because talking with kids about marijuana can be a huge challenge, the Media Campaign is offering this free brochure, "Wake Up to the Risks of Marijuana: A Guide for Parents," to help make the discussion easier for parents and other adult caregivers. The brochure includes:

**** Facts about marijuana**

- ** Information on what you can do to keep your kids from using marijuana**
- ** Suggestions for how to answer the hard questions kids ask about marijuana**

The brochure can be ordered through the National Clearinghouse for Alcohol and Drug Information at (800) 788-2800 (ask for document PHD956). You can also download the brochure online at www.theantidrug.com/pdfs/Risks_Marijuana_ParentGuide.pdf.

For additional information on ways to talk with kids about drugs, order the comprehensive brochure, "Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers" through the National Clearinghouse for Alcohol and Drug Information at (800) 788-2800 (ask for document PHD884).

The Media Campaign's new youth marijuana television and print ads and Web banners are available for viewing and downloading at www.MediaCampaign.org. This site also offers parents, coalitions and youth-serving organizations access to other free marijuana prevention resources, such as the Marijuana Awareness Kit, Open Letter to Parents About Marijuana and more.

Additional online resources, including new marijuana information, are available on the Campaign's Web site for parents, www.TheAntiDrug.com for youth, www.Freevibe.com for educators, www.TeachersGuide.org for entertainment writers, www.DrugStory.org and for corporate partners, www.TheAntiDrug.com/atwork.

MEDIA CAMPAIGN FLASH is your source of the latest news on the National Youth Anti-Drug Media Campaign. Feel free to forward this information.

ABOUT THE CAMPAIGN: The White House Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign targets youth ages 9-18, parents and other adults who influence choices young people make to lead drug-free lives.

To get the word out across every economic and cultural boundary, the Campaign uses a mix of modern communications techniques to educate and empower young people to reject illicit drugs. The Campaign also teams up with civic and non-profit organizations, faith-based groups and private corporations to enlist and engage people in prevention efforts at school, at work and at play. For more information on the Media Campaign, check out www.MediaCampaign.org.